

Pronounced Appreciation
Is Always Expressed for

Gifts of Jewelry

and All Other Articles
From a Jewelry Store

No jeweler's stock is ever the result of chance. Beautiful assortments of articles suitable for Christmas gifts require painstaking care in their selection.

Your jeweler's stock at present contains everything the heart could desire. Each piece of jewelry, silverware, engraved glass—every one of the hundreds of gifts—contains that element which carries your sentiments best—expressing love, affection, friendship, as nothing else will.

Because gifts from the jeweler's are high in permanent intrinsic value, they are not foolish gifts that are soon discarded.

Call at your jeweler's tomorrow. Select gifts of beauty, satisfaction and endurance—true essentials of economy.

**Do Your Christmas Shopping Now
—It's a Patriotic Duty**

Help the cause of conservation. The jeweler's are making a concerted effort to comply with our government's request to send Christmas packages now. Later, when assortments are broken and novelties gone, the usual replenishment will be impossible.

Before You Attempt to Send a
Christmas Box to Your Soldier
Get Facts From Your Jeweler

For fear of misunderstanding, we will not undertake to explain the rules here. See your jeweler. Overseas boxes must comply with regulations.

Retail Jewelers' Association of Memphis

REPEATING BOMB DEFENSELESS BELGIAN VILLAGES

Gas Shells Fall Among Civilians as German Armies Are Forced to Abandon Occupied Towns.

WASHINGTON, Nov. 7.—German forces in their retreat from Belgium are bombarding defenseless towns, using especially gas shells, and devastating the countryside, according to an eyewitness account made public by the Belgian legation.

The Belgian government has been informed, said the statement, of a reliable eyewitness who follows closely the operations at the Belgian front. At the very moment that the German government has announced her protest against inhuman acts and while Germany offers to stop aerial bombardments in the interest of the civil population of the occupied territory, the Germans have bombarded the villages and towns which they were obliged to abandon during their retreat. They have used especially gas shells for this purpose.

Indescribably heart-rending scenes have occurred, the unfortunate population having no gas masks or means of protection against these death-dealing fumes. A Belgian soldier entering Wynghe, his home town, found his wife dying and his little daughter, a victim of the poison gas and his home a heap of ruins. The country all around Ghent, the rich and beautiful cultural fields and pastures, the picturesque villages of Hunsbeke, Landeghem, Nevele, Lathem, Saint Martin, Trenchinnes, present a horrible sight of devastation and havoc. Not a church was spared from destruction.

Among the civilian population hiding in the cellars there have been a great many deaths from gas. A portion of the population who had fled from their homes during the fighting and bombardment found on their return mere ruins and devastation. Furniture smashed to pieces, fields devastated. From these facts, one may appreciate how hypocritical are the humanitarian proclamations and protestations of the German government.

The legation also made public a captured order of a Bavarian division commander and evidence that the Germans are robbing and looting Belgium.

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Georgette Waists

Good 17 values, which we sell regularly for \$5.95.
\$4.95
Newest ideas in design and trimmings. Pleat, white and suit shades.

The Style Shop

13 N. MAIN ST. MEMPHIS.

Trimmed Hats

New, smart, becoming styles—reduced especially for this sale. Black hats and colored hats, formerly \$5, \$6.50, \$7.50, \$8.50 and \$10, now—
\$3.95, \$4.95

Our Third Anniversary Sale

Only Two More Days—Bona Fide Reductions—Tremendous Bargains

We're closing our third successful year. The store where "cash works wonders" is giving wonderful values this week—values you'll not be able to duplicate soon, because—

**CASH
As Usual**

To create greater values than we offer regularly every day, we have selected six groups of Suits, Dresses and Coats for bona fide reduction in price during this sale—2 more days

THE STYLE SHOP'S Third Anniversary Sale. Desirable New Dresses

Specially selected from our regular stocks—Reduced in this sale to—

\$12.50

These are values up to \$25, which we have been selling at \$15 and \$18.75 under our "Cash Only" policy.

THE STYLE SHOP'S Third Anniversary Sale. Suits, Dresses and Coats

Specially selected from our regular stocks—Reduced in this sale to—

\$18.50

Our price has been \$25, but under the old way of merchandising it would have been \$35.

THE STYLE SHOP'S Third Anniversary Sale. Suits, Dresses and Coats

Specially selected from our regular stocks—Reduced in this sale to—

\$24.50

Positively values up to \$40. Our own selling-for-less prices were \$29.75 and \$35 last week.

THE STYLE SHOP'S Third Anniversary Sale. Suits and Coats

Specially selected from our regular stocks—Reduced in this sale to—

\$34.50

Our own \$39.75 and \$45 values, made to sell in ordinary "charge it" stores at \$45, \$50 to \$59.75.

THE STYLE SHOP'S Third Anniversary Sale. Exclusive Suits

Specially selected from our regular stocks—Reduced in this sale to—

\$38.50

In quality of materials and excellence of tailoring, these are real \$59.50 suits. Our prices were \$49.75 and \$55.00.

THE STYLE SHOP'S Third Anniversary Sale. Gowns and Suits

Specially selected from our regular stocks—Reduced in this sale to—

\$48.50

Finest one-of-a-kind productions—values up to \$100. Our former prices have been \$59.75, \$65 to \$75 cash.

CASUALTY LIST

(Continued From First Page.)

wounded, degree undetermined: Private Eugene C. Chortley (marine), Sledge.

ARKANSAS.
Died from wounds: Wagoner Herman Coates, Locksburg.
Died from accident and other causes: Private William C. Reynolds, R. F. D. 1, Buckner.
Died of disease: Privates Robert Walker, McCaskill; Otto Price, Grayson.
Wounded severely: Private Joe O. Bond, Marmaduke.
Missing in action: Privates Hugh L. Hudson, Parthenon; Andrew H. Tillman, Knob; George T. Weeks, Wemba.

ALABAMA.
Died from wounds: Private Oscar E. Thomas, R. F. D. 1, Enterprise.
Died, accident and other causes: Private Albert H. Paris, Bridgeport.
Died of disease: Privates Marion Wiggins, Hartselle; James L. Hartselle, R. F. D. 4, Huntsville; Arch S. Givens (marine), Sledge.
Wounded severely: Sgt. J. D. Couch, Jacksonville; Privates Robert E. Griffin, Montgomery; Jim Kirksey, McCall; Teas Morrison, Anniston; Sledge Sledge, Ponce de Leon; Deth A. Stancel, Pabins; Henry Walker, R. F. D. 1, Clayton; John M. Williams, McCall.

Wounded, degree undetermined: Privates Roy M. Edwards, Falkville; D. Curry, River Falls; Grady Graham, Pell City; Henry Heister, Gunterville; Lehman J. Logan, Knoxville; Curtis McVey, McVey; John O. Raby, Tuscaloosa.
Wounded slightly: Sergeants Arthur Lutes, R. F. D. 2, Attala; Sidney R. Blasingame, Montgomery; Corporal Eugene Hyatt, R. F. D. 3, Jacksonville; Straxton Harnelle, John; Vann, Alexander City; Privates Sam Henton, Huntsville; Fred L. Mooney, Birmingham; Sidney E. Manning, Flanagan; William D. Clark, R. F. D. 1, Fyriton; Ernest E. Curtis, Brewton; Leon E. Duffey, Fairfax; Sterling Haywood, Dadeville; George K. Owens, Citronelle; Burges Bone, R. F. D. 1, Atmore; David G. Sandlin, Carbon Hill.
Missing in action: Private Leon C. Levy, Birmingham.

KENTUCKY.
Killed in action: Corporal Grover Whitton, Peble; James N. Parsons (marine), Cynthia; Privates Frank G. Woods, Cammish; Cecil Kelly, Lattin; Jeff B. White, Luglow; James H. Kennard, Red Lick; Stephen O. Parrot (marine), R. F. D. 1, Sny.
Killed in action, previously reported missing in action: Private Hugh E. Bolander (marine), R. F. D. 2, Mayfield.
Died from wounds: Corp. Earl J. Congriff, Dover; Private Pearl G. Wilson, Jackson.
Died of disease: Privates Ernest Leach, Franklin; William T. Thomas, Winder; George Woods, Covington; Ernest Sogars, Greenup; Fred Cull, Franklin; Boyd Patten, Guthrie.
Wounded severely: Privates Walter L. Manning, R. F. D. 2, Lancaster; Lona Wilson, Hays; Robert Collins, Huntington; Jack N. Moody, Templetonville.
Wounded, degree undetermined: Privates Cepha Stacey, Stacy; Morrow Johnson, Claybarte.
Wounded slightly: Corp. James H. Felt, Ashland; Private Eugene Mahoney, R. F. D. 4, Stamping Ground.
Missing in action: Privates William Burgess, Thompson; Slates, Roy B. Gledley, Henderson; Joseph H. Hannon, Petersburg.
Sick in hospital, previously reported missing in action: Private John H. Griggs (marine), Waco.

LOUISIANA.
Died from wounds: Privates Gustave F. Scholtz, New Orleans; Phillip R. Bowling, New Orleans.
Died of disease: Corp. James H. Nelson, Shreveport; Privates Ernest Pelquin, Vinton; Paul Sallan, Armandville; Maurice Marcell, Houma; William J. Logan (marine), Lake Charles.
Wounded severely: Privates Gustave A. Magnon, New Orleans; David Robertson, Moreauville; Private Frank N. Stansbury, Perry.

NORTH CAROLINA.
Killed in action: Sergeant Raymond D. Cassell, Roanoke; Corporal Albert L. Lineberger, Stanley; Privates William Edwards, Rockland; Cecil James Elliot, Rockville; Samuel Mason, Rota; Clem M. Ricks, Kingston; Samuel Wineland, R. F. D. 1, Spring House; Amy A. Davis, Asheville.
Died from wounds: Mechanic William McLaughlin, Fayetteville; Privates Thomas M. Sadler, Fairfield; Frank Porter, Grass Creek; Carlton L. Autry, Fayetteville.

Don't tussle with a cold—it's dangerous. You can't afford to risk Influenza. Keep always at hand a box of

CASCARA QUININE

Standard cold remedy for 20 years—in tablet form—safe, sure, no opiates—breaks up a cold in 24 hours—relieves grippe, influenza, headache, fever, etc. The genuine box has a red top with Mr. Hill's picture. At All Drug Stores.

DARING AMERICAN FLYERS SHELL HUNS

Observer's Plane Goes Low Over Stenay Then Attacks Airdrome.

WITH THE AMERICAN ARMY NORTHWEST OF VERDUN, Nov. 7. (By the Associated Press.)—A German airdrome east of Stenay, on the Meuse, was attacked Saturday by an American observer's plane. More than 400 machine gun bullets were fired at the airdrome, which was on the ground at an altitude of about 300 feet, passed over Stenay. The American did not fire on the town, owing to the fact that there were numerous civilians in the streets.

Leut. Louis Bernheimer, of New York, the pilot, and Leut. Ralph Bagby, of New Haven, Mo., the observer, started out to investigate whether any new German bridges had been built along the Meuse. Leut. Bagby's report, dropped from the plane for information of the army, said: "No new bridges along the Meuse. Near Tilly I saw five German soldiers and fired on them with machine gun bullets. Two of the men escaped. Saw

SIX NEW HUN UNITS USED AGAINST YANKS

WITH THE AMERICAN ARMY NORTHWEST OF VERDUN, Nov. 7. (By the Associated Press.)—Six German divisions which had not been operating on this front prior to Friday's advance have been identified. Three of the new divisions were thrown into the battle against the Americans a few hours after the American offensive was resumed.

These divisions were transferred to this front from the Laon, Champagne and the Meuse sectors. It is not known how many divisions were relieved by the six divisions, but it is presumed that the enemy, after crushing them to this front, relieved several very tired divisions whose officers had refused to fight any more.

ARKANSAS SOLDIER LOST FROM TRANSPORT

WASHINGTON, Nov. 7.—Names of four additional American soldiers who were lost in the sinking of the British steamship Otranto off the Scottish coast last month were announced by the war department. They are: Privates Hyram M. Bennett, Sparks, Ga.; Robert E. Brown, Bennettsville, S. C.; Wm. A. Goff, Doyleville, Ark.; Vincent Molero, St. Bernard, La.

AUSTRIAN EMPRESS RENTS SWISS CHATEAU

GENEVA, Nov. 7.—The Swiss newspapers announce that Empress Zita of Austria has rented the chateau Wartegg at Torschach, on Lake Constance. The newspapers said that the empress is expected to occupy the chateau.

AMERICAN BIG GUN PUTS GERMAN OUT

WITH THE AMERICAN ARMY ON THE SEVERAL FRONT, Nov. 7. (By the Associated Press.)—American and German big caliber guns recently had a duel on this sector and the Americans apparently came out on top.

About the time the Americans' big guns began operations against the enemy communication lines, the Germans started shelling Verdun and the region north and northwest with a naval weapon of large caliber. The Americans immediately began calculations to determine the position of the enemy gun and finally decided that they had found its location. Then the battle began. It continued day and night for several days. Suddenly one afternoon the German big gun ceased firing and nothing has been heard from it since. The American gunners do not claim a direct hit, but they do claim that the German battery was compelled to withdraw even if the heavy gun was not damaged.

No Luck for Him

This child won't play or smile. He is real sick. His tongue is white, breath feverish, stomach sour. He fears he is in for a dose of awful castor oil, calomel or pills. How he hates them. He would rather remain sick. No! He won't tell mother! If his mother would only learn the value of candy "Cascarets." How children love this candy cathartic—how surely it acts on liver and bowels.



The Quick Way to Stop a Cough

This home-made syrup does the work in a hurry. Really prepared, and saves about \$2.

You might be surprised to know that the best thing you can use for a severe cough, is a remedy which is easily prepared at home in just a few moments. It's cheap, but for prompt results it beats anything else you ever tried. Usually stops the ordinary cough or chest cold in 24 hours. Tastes pleasant, too—children like it—and it is pure and good.

Pour 2½ ounces of Pinex in a pint bottle; then fill it up with plain granulated sugar syrup. Or use clarified molasses, honey, or corn syrup instead of sugar syrup, if desired. Thus you make a full pint—a family supply—but costing no more than a small bottle of ready-made cough syrup.

And as a cough medicine, there is really nothing better to be had at any price. It goes right to the spot and gives quick, lasting relief. It promptly breaks the inflamed membranes that line the throat and air passages, stops the annoying throat tickle, loosens the phlegm, and soon your cough stops entirely. Splendid for bronchitis, croup, whooping cough and bronchial asthma.

Pinex is a highly concentrated compound of Norway pine extract, famous for its healing effect on the membranes. To avoid disappointment ask your druggist for "2½ ounces of Pinex" with directions and don't accept anything else. Guaranteed to give absolute satisfaction or money refunded. The Pinex Co., Ft. Wayne, Ind.

The MALARIA MOSQUITO

is the CAUSE of Chills, and the REMEDY which removes the CAUSE is Q. B. Chill Tonic; containing heavy doses of QUININE—the only known antidote for malaria.

Q. B. CHILL TONIC

Quickly affects the malarial germ and breaks up "chills and fever." Keeps the BOWELS open and the KIDNEYS active. Is a fine family tonic. Sold at your drug store for 75c. Money back if no relief. Dealers may order from J. B. Green or from J. W. QUINN DRUG CO., Greenwood, Miss., Manufacturers.

WHEN HE WAS FIFTEEN YEARS OF AGE, W. L. DOUGLAS WENT TO SOUTH BRATTLE, MASS. TO LEARN THE TRADE OF BOOTMAKING.

HE WORKED FOR ANCIL THAYER, A FAMOUS BOOTMAKER, UNDER WHOM HE THOROUGHLY MASTERED THE ART OF MAKING MEN'S FINE CALF SHOES.

FOR MEN AND WOMEN

W. L. DOUGLAS

"THE SHOE THAT HOLDS ITS SHAPE"

\$3.50 \$4.00 \$4.50 \$5.00 \$6.00 \$7.00 & \$8.00

BOY'S SHOES BEST IN THE WORLD \$3.00 \$3.50

You'll never need to ask "What is the price?" when the shoe salesman is showing you W. L. Douglas shoes because the actual value is determined and the retail price fixed at the factory before W. L. Douglas name and the retail price is stamped on the bottom. The stamped price is W. L. Douglas personal guarantee that the shoes are always worth the price paid for them.

Stamping the price on every pair of shoes as a protection against high prices and unreasonable profits is only one example of the constant endeavor of W. L. Douglas to protect his customers. W. L. Douglas name on shoes is his pledge that they are the best in materials, workmanship and style possible to produce at the price. Into every pair go the results of sixty-six years experience in making shoes, dating back to the time when W. L. Douglas was a lad of seven, pegging shoes.

CAUTION—Before you buy be sure W. L. Douglas name and the retail price is stamped on the bottom and the inside top facing. If the stamped price has been mutilated, BEWARE OF FRAUD.

For sale by 105 W. L. Douglas stores and over 9,000 W. L. Douglas dealers, or can be ordered direct from W. L. Douglas by mail. Send for booklet telling how to order shoes through the mail, postage free.

W. L. DOUGLAS STORE: 45 S. Main St., MEMPHIS

President W. L. Douglas Shoe Co., 210 Spark St., Brockton, Mass.

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